

# Property Investment Forum 2018 program

## 08:00-09:00 Registration

### Section I - Blue room 4. floor

There has been no stopping in 2018 as the domestic property boom carries on. We may only be halfway through the cycle, meaning that the really ambitious development projects have yet to be carried out in coming years. The domestic roundtable and the presentation of stand-out projects will cover the key issues of the Hungarian property market, from the technology developments that are increasingly pervading all segments to the most prominent investments.

**Moderator: Gergely Ditróy**, Head of Real Estate Division, Portfolio

#### 08:25 - 08:30 Welcome Speech

Speakers:

**Csanád Csürös**, CEO, Property Forum

**Gergely Ditróy**, Head of Real Estate Division, Portfolio

#### 08:30 - 08:40 Opening Speech

Speaker:

**Noah Steinberg FRICS**, elnök-vezérigazgató, WING

#### 08:40 - 09:00 Keynote Speech - Maturing markets - are we getting over the hill yet?

Speaker:

**Jos Tromp MRICS**, Head Of Research, Executive Director, CBRE

**09:00 - 09:45 Panel discussion: Domestic roundtable - New challenges, stable growth**

Moderator: **Noah Steinberg FRICS**, elnök-vezérigazgató, WING

Conversation participants:

**Dr. Gergely Árendás**, ügyvezető igazgató, Property Market

**Pál Dános MAISZ, MRICS**, igazgató, KPMG

**Mátyás Gereben MRICS**, Country Manager, CPI Hungary

**Viktor Várkonyi**, Chief Executive Officer, GRAPHISOFT SE, Member of the Executive Board Nemetschek AG

## **Grandiose projects - Blue room 4. floor**

**Moderator: Szilvia Bősze**, üzletfejlesztési igazgató, Paulinyi-Reith & Partners Zrt.

**09:45 - 09:55 Grandiose projects - Liget**

Speaker:

**Dr. Benedek Gyorgyevics**, CEO, Városliget Zrt.

**09:55 - 10:05 Grandiose projects - Central Park**

Speaker:

**Gyula Ágházi**, CEO, Gránit Pólus Csoport

**10:05 - 10:15 Grandiose projects - Budapest One - Etele tengely**

Speaker:

**Tibor Tatár MRICS**, ügyvezető igazgató, Calyx Investment

## **10:15 - 10:45 Reshaping cities consciously**

**As one of the most spectacular signs of the property market boom, developers are not just building scattered individual single-purpose projects, they are launching large-scale, multi-functional projects that may take up to a decade to develop. There are several such projects in the pipeline. The effect of these projects goes way beyond the individual construction sites as they have a major impact on other developments and on the city as a whole. The leaders of three such grand developments in Budapest will present the state of their projects, the latest challenges and the upcoming steps, then they will hold a discussion moderated by an outstanding representative of the design profession.**

Moderator: **Szilvia Bősze**, üzletfejlesztési igazgató, Paulinyi-Reith & Partners Zrt.

Conversation participants:

**Gyula Ágházi**, CEO, Gránit Pólus Csoport

**Dr. Benedek Gyorgyevics**, CEO, Városliget Zrt.

**Tibor Tatár MRICS**, ügyvezető igazgató, Calyx Investment

## **10:45 - 11:30 Coffee Break**

### **Macroeconomy Workshop - Orange room 3. floor left side**

Property values have grown substantially due to the low interest rate environment, but what happens when rates start climbing? Will they? But when?

**Moderator: Zoltán Bán**, CEO, Net Média (Portfolio Csoport)

## **10:00 - 11:00 Macroeconomy workshop - Are we going to run our heads against the wall again?**

**We will talk with renowned experts who not only have expertise but can also think outside the box. We will find out if we are headed for disaster again, and whether we should be putting the pedal to the metal or rather preparing to brake instead. This is a hobby project, which is why it will be interesting, alternative and candid. Participation requires pre-registration as seating is limited at 50.**

Conversation participants:

**Gábor Borbély**, Director, CBRE

**István Madár**, Senior Analyst, Portfolio

**Gergely Tardos**, Director, OTP Bank

**Viktor Zsiday**, IT elnök, Plotinus Nyrt.

## **11:00 - 11:30 Coffee Break**

### **Section II - Blue room 4. floor**

We are successful if on the one hand, we can be attractive to foreign investors by offering business opportunities in Hungary, and on the other hand if we ourselves can successfully export the experience and knowledge gained. And although there will always be difficulties, the domestic property sector is fundamentally doing very well in this regard.

**Moderator: Csanád Csürös**, CEO, Property Forum

## **11:30 - 12:45 Panel discussion: CEE investment and financing roundtable**

Moderator: **Jean-Bernard Wurm**, Co-Founder & Managing Director, Secure Legal Title, London

Conversation participants:

**Gábor Futó**, Founder and Co-Owner, Futureal-Group

**MRICS Tim O' Sullivan MRICS**, Senior Director, Head of Capital Markets , CBRE

**Benjamin Perez-Ellischewitz MRICS**, National Director, Head of Capital Markets Hungary, JLL

**Dr. Edina Schweizer**, Partner - Head of CEE Banking and Finance, Noerr

**Árpád Török MRICS**, Chief Executive Officer, TriGranit

**Hannes Wimmer**, Managing Director, Loan Capital Markets, Erste Group Bank AG

**12:45 - 14:00 Lunch break**

## **Alternative investment and Student Housing Workshop - Orange room 3. floor left side**

There is a growing appetite for alternative investments. Dormitories, workers' hostels, apartment hotels, and so on.

**Moderator: Ákos Budai**, Editor-in-Chief, Property Forum

### **11:20 - 12:05 Alternative workshop - Panel discussion: Transient fad and yield hunting? Or could the market for alternative products be institutionalised in the near future?**

Moderator: **Dr. Dániel Ódor MRICS**, Partner, Taylor Wessing

Conversation participants:

**Dániel Jellinek**, partner, vezérigazgató, Indotek Group

**Gábor Kiss**, Managing Director, Metrodom Kivitelező Kft., IFK, Vice-chairman

**Ferenc Kokas**, Managing Director, Partner, Investis Holding vagyonkezelő

**Róbert Varga**, ingatlan értékesítési manager, LEED Green Associate, Erste Alapkezelő Zrt.

### **12:05 - 12:20 CEE Student Housing - no longer a niche**

Speaker:

**Samuel Vetrak**, CEO, Bonard

### **12:20 - 13:00 Student Housing workshop**

Moderator: **Samuel Vetrak**, CEO, Bonard

Speakers:

**Bálint Botos CFA**, Managing Partner, Forestay Alapkezelő

**Stefan Cuvin**, Development Director, TriGranit

**Harald Hübl**, Founder, greenturtle

**13:00 - 14:00 Lunch break**

## **HR and Workplace Solutions Workshop - Turquoise room 3. floor right side**

Labour is no longer a given, it is a challenge! Beside PropTech, HR has also become one of the key areas for players in the property market in recent years. Whether you are looking for new employees or looking to create a suitable job environment for others, the issue is burning.

**Moderator: Bálint Nagy**, vezető szerkesztő, Pénzcentrum - HRCentrum

### **11:20 - 12:00 HR workshop**

Conversation participants:

**Balázs Gál**, Recruitment Central Europe Recruitment Head, Citi

**Károly Katkó**, bérbeadási igazgató, CBRE

**Zsolt Kelliár**, ügyvezető, SSC Heroes / GWS Hub

**Judit Pottok**, E.ON Hungária Zrt. - HR Business Partner, Y2Y Business Coaching - Co-Founder, Business Coach

**Bence Szalai**, Team Leader, Hays- Construction & Property Division

### **12:00 - 12:15 New Telekom and T-Systems HQ**

Speaker:

**Tibor Pollák**, Partner, Hunting Territory Kft.

### **12:15 - 13:00 Office market insight: Focusing on workplace solutions**

Conversation participants:

**Ádám Csikós**, Partner, Head of Project and Development Services, Cushman & Wakefield Budapest

**Dávid Horváth**, Senior Workplace Consultant, Occupier Services, Colliers International

**Tibor Pollák**, Partner, Hunting Territory Kft.

**Balázs Racskó**..

**Zsuzsi Végvári**, working environment Advisor, CEO, Offiseven

### **13:00 - 14:00 Lunch break**

## **PropTech and Innovation Stage - 2. floor**

The hegemony of concrete and brick has been overhauled by PropTech and HR. Although the property market has traditionally been conservative and slow to incorporate the latest technologies, it has no choice in today's world. Our sector is developing and adapting to the latest trends, innovations and changes with the speed of light. But what are these? What do we have to look out for today so that we are not left behind in the race for tomorrow?

**Moderator: Gergely Ditróy**, Head of Real Estate Division, Portfolio

**11:20 - 11:40 Innovation in real estate - Top ProTech trends influencing the industry**

Speaker:

**James Dearsley**, Consultant and Board Advisor, Unissu

**11:40 - 11:50 Construction field apps - simply good!**

Speaker:

**Tibor Tamás**, Sales Director, BauApp Kft.

**11:50 - 12:00 PropTech - Instead of theoris let's see some action**

**An actual example on how PropTech can help managing workforce shortages and compliance with regulation**

Speaker:

**Szabolcs Budaházy**, CEO - Founder, ARworks Kft.

**12:00 - 12:10 Everyone matters if the company moves**

Speakers:

**Dr. János Berki J.**, International Office Sales And Asset Management Director, Futureal Development

**Orsolya Lőrincz**, Managing Partner, Grow Group

**12:10 - 12:20 Modern, innovative and safety solutions for the real estate market**

Speaker:

**Gábor Fellner**, Key account expert, EXTOR Elektronikai Kft.

**12:20 - 12:30 PropTech and e-mobility**

Speaker:

**Zsolt Somogyi**, Co-Founder, CEO, Parkl Digital Technologies Kft.

**12:30 - 14:00 Lunch break**

**Section III/A - Office market trends and future projects - Blue room 4. floor**

**Moderator: Gergely Ditróy**, Head of Real Estate Division, Portfolio

### **13:30 - 14:20 Office market: Focusing on trends and challenges**

Moderator: **Timea Henter**, Associate Director, Office Division, Knight Frank Hungary

Conversation participants:

**Géza Barabás**, Country Manager, S IMMO Hungary

**Adorján Salamon MRICS**, CEO, ESTON International

**Balázs Simonyi MRICS**, közgazdász, ingatlanpiaci szakértő.

**Péter Szalma**, Leasing Manager, CA Immo

**dr. Péter Würsching MRICS**, Head of Leasing, Jones Lang Lasalle Kft.

### **14:20 - 15:10 Office market: Focusing on future projects**

Moderator: **Gábor Vörös**, Managing Director, Head of CEE Real Estate Financing, UniCredit

Conversation participants:

**Bori Gedai**, Deputy Country Manager, GTC

**Attila Kovács MRICS**, Managing Partner, Horizon Development

**Erika Loska MRICS**, Head of Office Division, Knight Frank Hungary

**Kata Mazsaroff**, bérbeadási és vagyonkezelési igazgató (Magyarország és Románia), Skanska

**Gergely Pados**, Managing Director, Cushman & Wakefield

### **15:10 - 15:35 Coffee Break**

## **Section III/B - Hotel market - Orange room 3. floor left side**

**Moderator: Mr. Attila Hegedűs MRICS**, partner, ügyvezető, Dentons Europe Consulting Ingatlan és Turizmus Tanácsadó Kft.

### **13:30 - 13:45 International trends**

Speaker:

**Mihály Klemencz**, Regional Sales Manager - Business Solutions, LG Electronics Magyar Kft.

### **13:45 - 14:00 Huge masses could visit Budapest in coming years, but where will they find rooms?**

Speaker:

**Bálint Erdei**, CEO, RedWood Real Estate Holding

## **14:00 - 15:00 Hotel and tourism: A soaring sector**

Conversation participants:

**Bálint Erdei**, CEO, RedWood Real Estate Holding

**Mihály Klemencz**, Regional Sales Manager - Business Solutions, LG Electronics Magyar Kft.

**Dr. István Szauter**, Director of Development, Accor Hungary & Slovakia

**Zsolt Szénási**, Principal, Dominarium

**Dr. Richárd Szepesi**, Member of Board, Dreamland Holding Zrt.

**Ádám Turbucz**, Finance and Transaction Director, Mellow Mood

## **15:00 - 15:35 Coffee Break**

# **Section III/C - FM+PM and E-commerce+Logistics+Retail - Turquoise room 3. floor right side**

**Moderator: Péter Futó**, Analyst, Portfolio

## **13:30 - 13:45 Cost optimal level of indoor climate and hygienic building services**

Speaker:

**Jan Babiak**, Project Manager Project Engineering, Uponor

## **13:45 - 14:30 FM+PM: Where PropTech and robots have already taken jobs. What is next?**

Moderator: **István Rézsó**, Head of Business Development, Cushman & Wakefield

Conversation participants:

**Csaba Pölcz**, Area manager HU/RO/BG, Uponor

**Dr. György Mitnyan**, CEO, Főtáv

**Attila Proszits**, Business Development Director - Property Management, Gránit Pólus

**Csaba Szij**, Deputy-CEO, B+N Referencia Zrt.

**Lőrinc Zátanyi**, Director, Special Projects, NEO Property Services Zrt.

**14:30 - 15:15 E-commerce - Logistics - Retail: The new generation is consuming everything differently. Does the entire sector need to be rethought and rebuilt?**

Moderator: **Ádám Székely**, ügyvezető igazgató, tulajdonos, Infogroup

Conversation participants:

**Tamás Beck**, Director, Industrial Agency, Colliers

**Balázs Gábosy**, üzletfejlesztési, kereskedelmi és operatív Igazgató, Nhood Services Hungary Kft.

**László Kemenes MRICS**, magyarországi ügyvezető, Prologis

**Rudolf Nemes**, vezérigazgató, HelloParks

**15:15 - 15:35 Coffee Break**

**Section III/D - Home market and Construction industry - Gold room 1. floor**

We will take a comprehensive look at the most burning issues of the home market and the construction industry, and at the problems and challenges easily perceptible to everyone, in a discussion with the top experts of the sector moderated in cooperation with IFK.

**Moderator: Dr. Ernő Takács**, Deputy CEO, WING Zrt., IFK Chairman

**14:00 - 15:00 Home market: Will growth stop after VAT is reset to 27%? What is the strategy of developers?**

Conversation participants:

**Ádám Banai PhD, MRICS**, jegybanki eszköztárért, pénzügyi stabilitásért és devizatartalék-kezelésért felelős ügyvezető igazgató, Magyar Nemzeti Bank

**Doron Dymshiz**, Co-CEO, Duna House

**Tibor Földi**, igazgatóság elnöke, Cordia International

**Ákos Kiss**, értékesítési igazgató, Property Market Kft.

**Gergely Nagy**, Budapesti Régió - ügyvezető igazgató-helyettes, OTP Csoport

**15:00 - 16:00 Construction industry: There is a brutal shortage of skilled labour and capacity, but what is the solution? What can improve the situation?**

Conversation participants:

**Gábor Csokló**, Technological Director, Masterplast Nyrt.

**Tamás Gegesi Kiss**, Managing Director, Gépész Centrál Kft.

**János Görföl**, Chief Development Officer, Gránit Pólus

**Iván Nagy**, Development Director, CPI Hungary

## **Section IV/A - Proptech - Blue room 4. floor**

**Moderator: Péter Futó**, Analyst, Portfolio

**15:35 - 15:50 The Russians are already in full BIM. Will BIM-based planning and investment remain a theory or become practice in Hungary?**

Speaker:

**Péter Reicher..**

**15:50 - 16:05 Smart solutions for buildings. How to tenants work tomorrow?**

Speaker:

**István Király**, Director of the Enterprise Business Unit, Vodafone Hungary

**16:05 - 17:00 Panel discussion: Proptech**

Conversation participants:

**Dr. Gábor Gömöri**, Lawyer, Partner Associate, Deloitte Legal Erdős és Társai  
Ügyvédi Iroda

**Gyula Győri**, Facility Management Director, CPI Facility Management Kft.

**István Király**, Director of the Enterprise Business Unit, Vodafone Hungary

**Péter Reicher..**

**Tamás Sellyey MRICS**, operatív és értékesítési igazgató, DVM group

## **Section IV/B - Marketing workshop and "Concept of the year" talks and voting - Orange room 3. floor left side**

**Moderator: Gergely Ditróy**, Head of Real Estate Division, Portfolio

**15:35 - 16:15 Marketing workshop: Selling dreams come true**

Moderator: **Ákos Starcz**, Managing Partner, Dialogue Creatives

Conversation participants:

**Tímea Aladics-Szili**, Group Marketing And Communications Director, Futureal Group

**Bea Déri**, Director of PR, Marketing & Design, CPI Property Group

**Ernő Koncz**, marketing kommunikációs igazgató, Gránit Pólus

**Katalin Kovács**, Head of PR, TriGranit

**Csenge Mátray**, Marketing Communication and PR Director, WING

**16:15 - 17:00 "Concept of the year" talks and voting**

Speakers:

**Zsófia Csukonyi**, Operations Manager, HubHub co-working by HB Reavis

**Rudolf Riedl MRICS**, Managing Director, SÜBA Hungary

**Norbert Schőmer MRICS**, -.

**Mónika Takács**, Senior Leasing Manager, TriGranit

**Section IV/C - Investment and financing - Turquoise room 3. floor right side**

**Moderator: Dr. Gábor Erdős**, Partner, Head of Deloitte Legal, Deloitte Legal Erdős és Társai Ügyvédi Iroda

**15:35 - 15:55 Financeability of property funds and regulated investment companies**

Speakers:

**Luca Bokor**, Lawyer, Head of Banking Law Department, Managing Associate, Deloitte Legal Erdős és Társai Ügyvédi Iroda

**Dr. Gábor Erdős**, Partner, Head of Deloitte Legal, Deloitte Legal Erdős és Társai Ügyvédi Iroda

**15:55 - 17:00 Investment and financing: What and for how much? The demand is there but the product is often missing**

Conversation participants:

**Dr. László Baranyai**, osztályvezető, Kibocsátási Engedélyezési Önálló Osztály, MNB

**Róbert Hrabovszki**, gazdasági vezérigazgató-helyettes, BIF Nyrt.

**Péter Kereskényi**, Head of Real Estate, Acquisition and Syndicated Finance, Raiffeisen Bank Zrt.

**János Kocsány**, CEO, Graphisoft Park

**Zsolt Morvai**, vállalati üzletág igazgató, Takarék Csoport, Takarékbank Zrt.

**17:30-22:30 AWARD CEREMONY AND RECEPTION -  
2. floor**

**17:30 - 17:40 Opening speech**

**17:40 - 18:30 Portfolio Property Awards**

**Presenting the awards assigned by a jury of eight renowned professionals, as well as the audience award.**

**18:30 - 22:30 Cocktail reception - Dinner - Live music**

**András Wolf, chef at New York Café and the Salon restaurant, will attend in person to present a unique menu created especially for the occasion.**

**Premium scotch whiskies of 12-16 years of age available for sampling at the whisky bar.**

**The Agárdi Distillery presents its premium pálinka, rum, gin and whisky collections.**

**Gin and tonic tasting: special creations from premium ingredients.**

**Prosecco bar: sampling of five quality products, brought to you by CEETRUS.**

**The evening will be hosted by Nóra Ördög.**